

A close-up photograph of a hand holding a white smartphone. The screen displays a grid of social media application icons, including Facebook, Twitter, Google+, LinkedIn, Pinterest, Instagram, and others. The background is softly blurred, showing what appears to be an indoor setting with light-colored walls. Overlaid on the center of the image is the text 'GLSB' in a large, white, sans-serif font.

GLSB

WELCOME TO BABSON #2022



WHAT IS FME?

- Year-long (2-semester) course that ALL 500+ first-year students take simultaneously!
- First-year undergraduate immersion into the world of Entrepreneurship at Babson College
- A right of passage

SEMESTER 1

What happens during FME?



ROCKET PITCH

explore groups of 10.
Identify a problem,
find a solution, pitch
your idea.



FEASIBILITY

is your venture an
opportunity that will
create economic and
social value? Class votes.



LAUNCH PLAN

pitch your idea, attract
investors, and show
them it's an opportunity
worth funding.

SEMESTER 2

What happens during FME?



NEW MEMBERS

expand your team and meet new people as the class gets divided into 2-3 businesses.



GET FUNDED

get capital from Babson for your venture once your Launch Plan is approved.



SELL/CLOSE

spend three months operating an actual business, then donate all profits to a good cause.



**DR. LAKSHMI
BALACHANDRA**



**DR. JENNIFER
TOSTI-KHARAS**



KEVIN GAFFNEY



LARISSA MOREIRA

TEACHING STRUCTURE

Your FME experience will be shaped by your professors and mentors. Each class will alternate between entrepreneurship and organizational behavior.



WHAT IS GLSB?

A digital marketing agency

Through several service options, GLSB allows businesses to establish or improve their digital presence

Our mission

GLSB aims to reinvigorate the local economy and small businesses through an expansive digital presence, while also empowering students to shop locally



WHAT WE LEARNED ABOUT SMALL BUSINESS OWNERS

WHAT OWNERS SAY

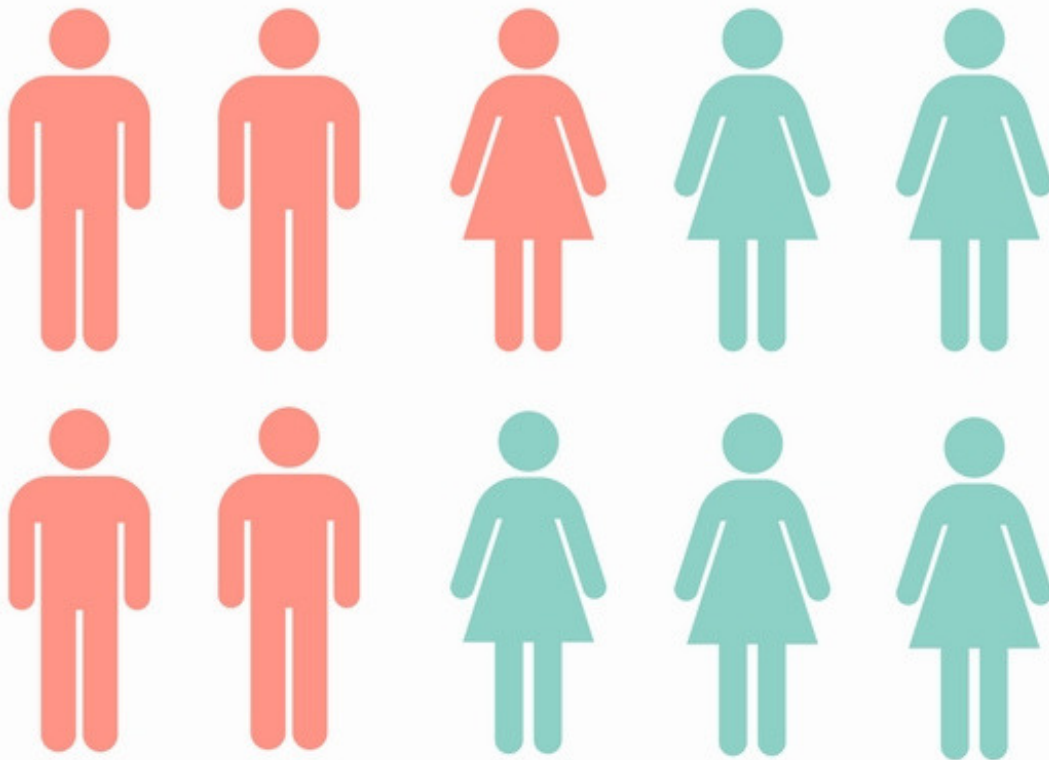
70%

wish they had a better online presence. While less than 10% believed it was not an important part of their business

55%

are posting only once a month on social media platforms

RESEARCH



5 OUT OF 10
businesses are
willing to pay for a
company website



53% DEPEND ON
ONLINE OUTLETS



Facebook



Twitter



Instagram



Pinterest



Youtube

SERVICES



Website Design

Website **\$299**
E-commerce **\$359**



Branding & Logo

Branding packages **\$349**
Logo **\$250**



Social Media Management

1 week **\$49**
1 month **\$199**
3 months **\$479** (\$597)



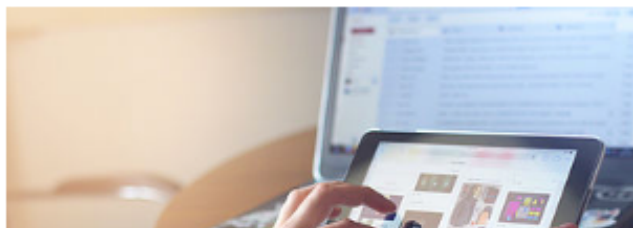
We Make

IT HAPPEN

GIVING LIFE TO SMALL BUSINESSES

WHAT IS GLSB?

Founded in 2017, **GLSB - Giving Life to Small Businesses** is a startup digital marketing agency that was established through the Babson College FME curriculum. Through





MARKETING STRATEGY



CrepeBerry

"A big name agency offered to revamp my digital presence for \$900, but there was no way I could ever afford that."

Panoply

"I have a website, but I don't understand how to use social media, especially Facebook."



**15 MEMBERS. 12 CITIES.
5 COUNTRIES. 1 TEAM.**

From Brazil to Turkey and from the
Bronx to Miami, our team is shaped by
diverse backgrounds and
perspectives

CEO

Mai Linh Ho
(Pretzel Kids,
Salon JLS)

CEO

Yasemin Kuloglu
(CrepeBerry,
Panoply)

HEAD OF OPERATIONS

CLAIRE E.

OPERATIONS
& CLIENT RELATIONS

OPERATIONS
& CLIENT RELATIONS

HEAD OF MARKETING

KAINA L.

MARKETING
TEAM

MARKETING
TEAM

HEAD OF FINANCA

CELIA LUZ

FINANCE
TEAM

FINANCE
TEAM

HUMAN RESOURCES

Joshua Hong
Lauren Park

Carolina F.
Jorge P.

Rafael M.
Emma M.

Felix Yen
Tommy M.
Xiomara K.

Nissim O.

Nissim O.





TEAM

- Delta Sigma Pi (Greek Life)
- Her Campus
- CREATE
- Crossfit Coach
- Internships/jobs

A top-down view of a desk with a white keyboard, a pink cup of coffee, a small pink clock, a succulent in a glass jar, and a notebook with the words 'LADY' visible. A large teal circle is overlaid on the center of the image, containing text.

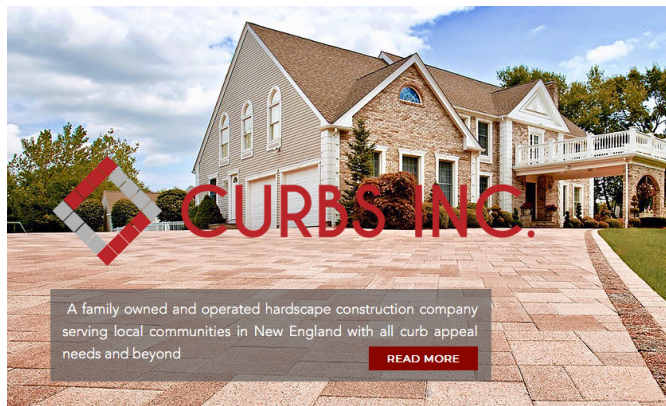
ABOUT CLTP

- Coaching for Leadership and Teamwork
- Provides undergraduate students with constructive developmental coaching on their leadership, communication, and interpersonal skills early in their careers.
- More than 12,00 coaching sessions
- 1 : 1 coaching
- 500 students reached every semester

GLSB CLIENTS



Pretzel Kids
Panoply
Curbs Inc.
Salon JLS
CrepeBerry



CURBS INC.

A family owned and operated hardscape construction company serving local communities in New England with all curb appeal needs and beyond

[READ MORE](#)



CLIENT ANALYTICS REPORT

ALWAYS
AINED
ISE AS
ND
RARY.
S BOROS

INSTAGRAM

BEFORE FREE TRIAL STARTING 12/13/17

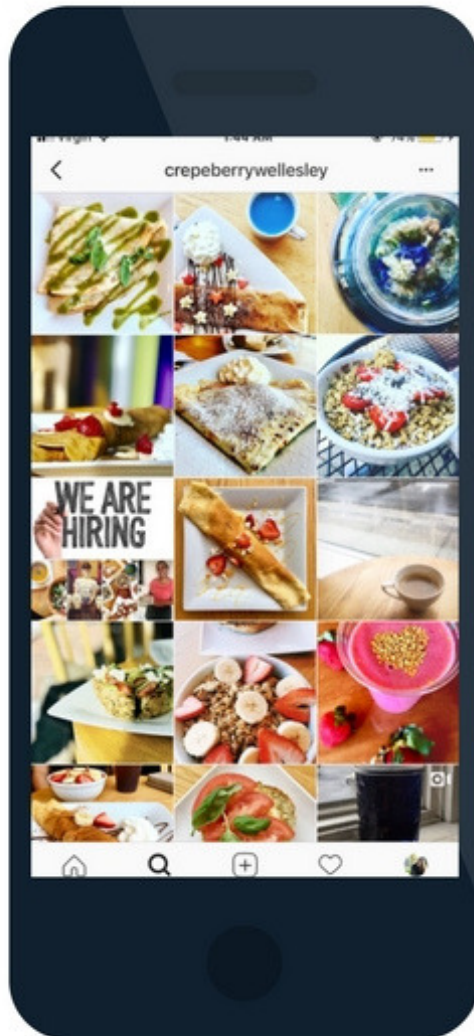


445 followers

Average Number of
Likes per Seven
Posts (Week before
free trial: 38.43

INSTAGRAM

AFTER CONTRACT 3/3/18



Followers: 700

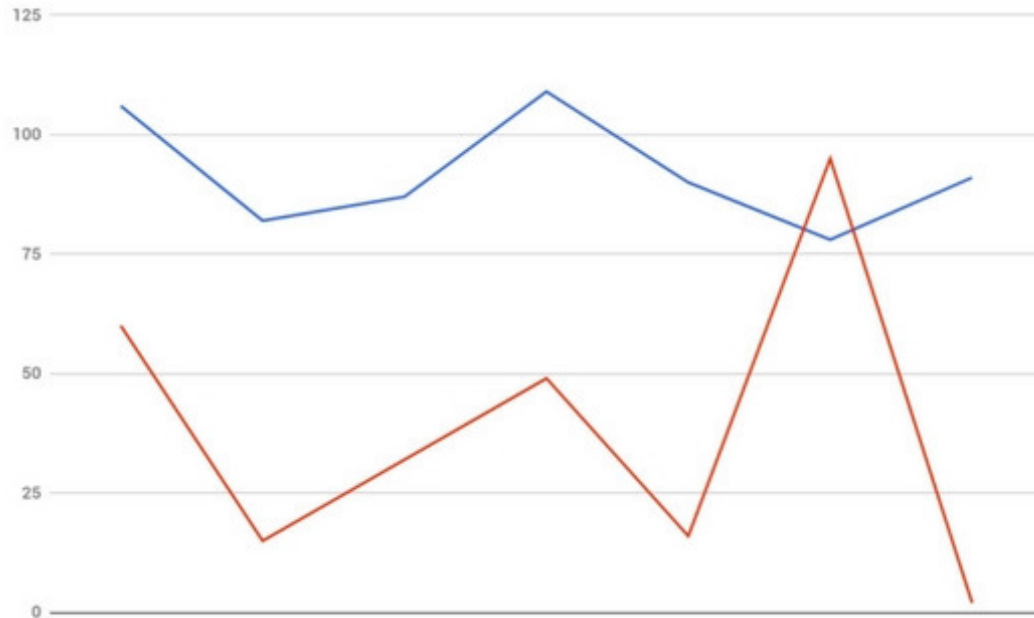
Average Number of Likes per
Seven Posts: 91.86

Increase of 139.03% of likes from
Nov 15-Dec 9 to Feb 23-Mar 3

363 profile visits in last 7 days

follower increase of 55%

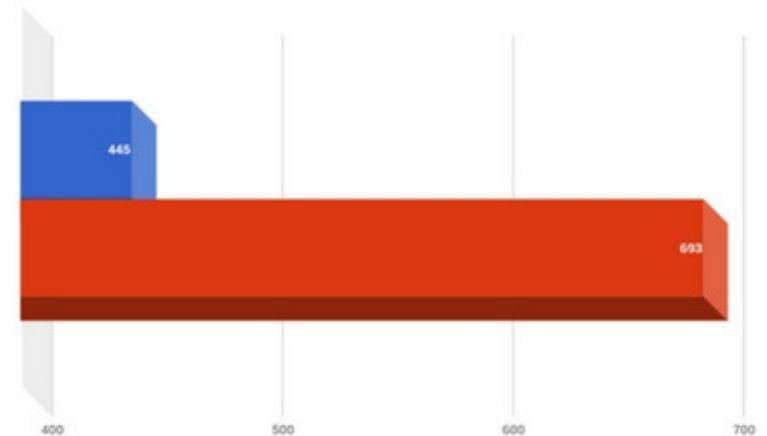
DATA



**PAST SEVEN DAYS
(LIKES) VS. SEVEN
DAYS OF LIKES
BEFORE FREE TRIAL:**

FOLLOWER INCREASE

Blue trendline is 2/23/18
to 3/2/2018 (one day
before the contract ended.
Orange is the seven posts
(or days of posting) before
the start of the free
trial.increase



\$2,700

ESTIMATED PROJECTED REVENUE



**Big Brothers Big Sisters
of America**



IMPACT

- 5 clients with a better social media presence
- Impact on local economy
- Students were able to learn valuable marketing skills

THINGS LEARNED

A group of people are fist-bumping in a celebratory gesture. The image is partially obscured by a large teal circle on the left side. In the foreground, there is a glass jar filled with mixed nuts and dried fruits, and a water bottle with a black and white striped label.

During FME

- Real life business skills
- Consulting experience
- Interpersonal skills through interactions with clients
- Team dynamics
- Leadership skills
- Failure can help a business (and an individual) grow

FOLLOW GLSB

INSTAGRAM

@glsbagency

FACEBOOK

GLSB Agency

WEBSITE

glsbagency.com

CONTACT

contactglsb@gmail.com





GLSB

GIVING LIFE TO SMALL BUSINESSES